

PUBLIC AFFAIRS OFFICER'S CHECKLIST

Handout 1

- ☐ Has a public affairs officer (PAO) been appointed? (CAPM 20-1)
- ☐ Are subordinate units submitting accurate and timely reports to Wing? (CAPM 20-1)
- ☐ Does the PAO maintain a list of local news media? (CAPM 190-1) Does the PAO release unit information to news media?
- ☐ Is the PAO making frequent contacts with the local news media representatives? (CAPM 190-1)
- ☐ Are local print and electronic news media utilized to tell the CAP story? (CAPM 190-1)
- ☐ Have policies been established for release of information on CAP emergency services missions? (CAPM 190-1)
- ☐ Are news and photo releases of national importance submitted to *the Civil Air Patrol News*? (CAPM 190-1)
- ☐ Is a unit public affairs officer sending copies of news releases to National Headquarters/PAO in a timely manner? (CAPM 190-1)
- ☐ Is the PAO emergency services qualified? (CAPM 190-1 and CAPM 50-15)
- ☐ Is a squadron newsletter being made and copies sent to all members and the news media?
- ☐ Does the unit have a speaker's bureau of qualified senior and cadet members for speaking to civic organizations, schools, and municipal gatherings in order to bring the CAP story to the public?
- ☐ Are relationships established with appropriate community sources to obtain civilian guest speakers for squadron CAP activities?
- ☐ Coordinate with other organizations on news releases or publicity.
- ☐ Encourage unit participation in community activities.